

Designing for a Customer

When we have made a LIFESTYLE PROFILE
we know who we are designing for.

Perhaps we have a picture of them to hand.



Designing for a Customer

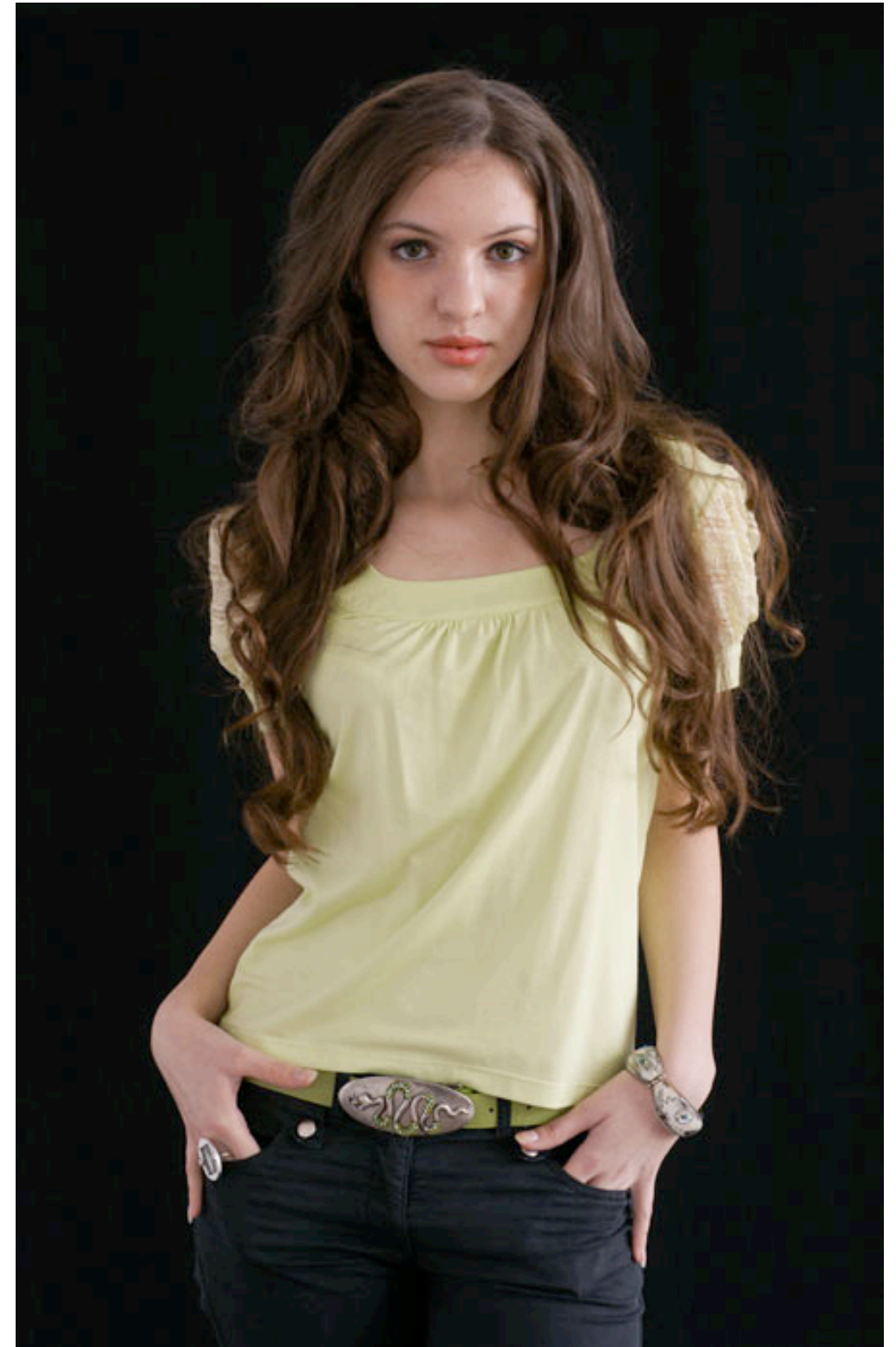
Would these two men respond to the same -

Colours,
Typography,
Layout,
Images?



Designing for a Customer

Would you expect these people
to like the same Colours,
Typography,
Layout,
Images?



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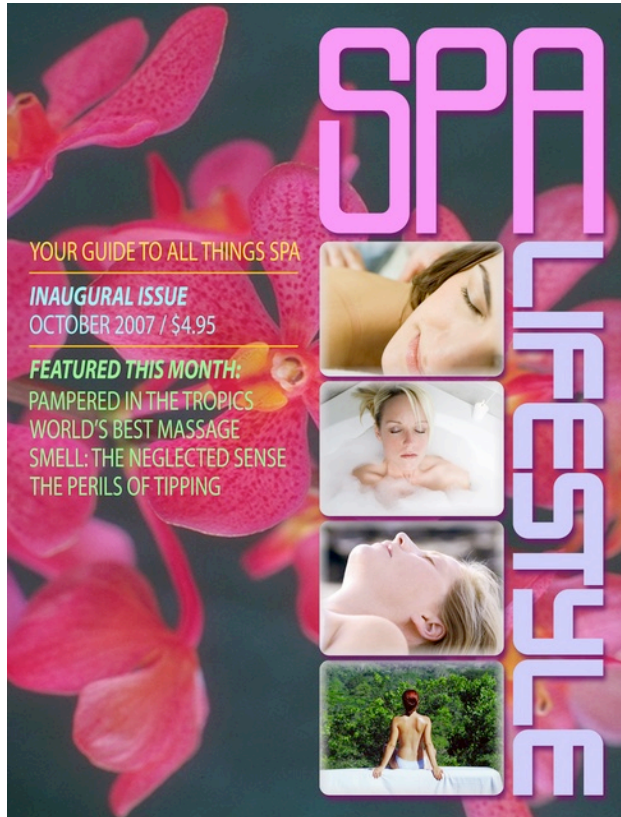
What colour palette would you select to sell a product to these people?



Silom or
Bradley Hand

What font would you select for a logo for a company run by these people?





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Which customer best matches the magazine cover?

It's quite easy!



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Start by carefully reading the profile of the Virtual Customer.

Look at the pictures you have.

Now list the adjectives that apply to the customer.

Find a colour palette that best matches.

Find fonts that match best.

Find images that match best.

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Try out the options.

Evaluate your ideas.

Test against the Lifestyle Profile.

Test against the Adjectives.

Test against the Design Specification.

Select the best match.

